

The Woodlands CVB

Destination Marketing & Group Sales Media Thumbnail Summary • January - August 2013

Destination Marketing - Print Advertising

The Woodlands

A New Texas Getaway

More than eight million square feet of shopping, dining and entertainment spots, concerts under the stars, great nightlife, golf, nature trails and more . . . it's all in The Woodlands – a great spot for a getaway just 30 minutes north of Houston.



Stroll the shops of Market Street, dine in our award-winning restaurants, enjoy live music or unwind at The Woodlands Resort, the boutique Hyatt Market Street hotel, The Woodlands Waterway Marriott or one of our other outstanding hotels.

Go to www.VisitTheWoodlands.com for a FREE Visitor's Guide & Map and Discovery Guide & Savings Book.

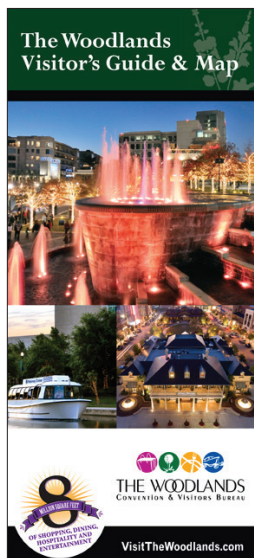
See Texas First Getaway Guide Advertorial/Spring 2013

1/4 Page

Insertion – Spring /Summer 2013

Submitted – Jan. 29, 2013

Circulation – 1.5 Million



See Texas First Getaway Guide Visitor's Brochure Listing/Spring 2013

Insertion – Spring 2013

Submitted – Feb. 11, 2013

Circulation – 1.5 Million

00. GETAWAY NORTH OF HOUSTON

Come see why readers of Travel + Leisure named The Woodlands one of "America's Coolest Suburbs Worth a Visit." Just 30 minutes north of Houston! Go to www.VisitTheWoodlands.com for a FREE Visitor's Guide & Map and Discovery Guide & Savings Book.



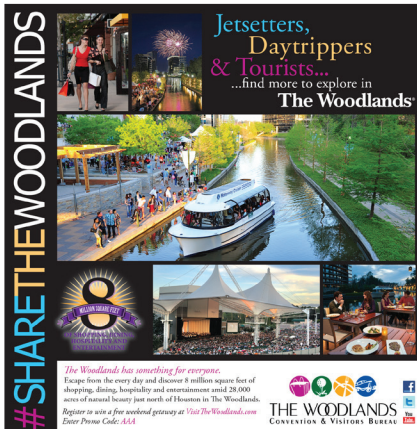
Houston Official Visitors Guide

Full Page

Insertion – Spring/Summer 2013

Submitted – February 5, 2013

Circulation – 400,000



AAA/Texas Journey Magazine

1/3 Page

Insertion – May/June 2013

Submitted – April 30, 2013

Circulation – 842,000 households

AAA members

77.9% of Texas Journey readers took at least one domestic trip in the last year

26.8% visited the Houston area

Online Advertisement - SEM/SEO



Search Engine Marketing (SEM)

January 1 - 31, 2013

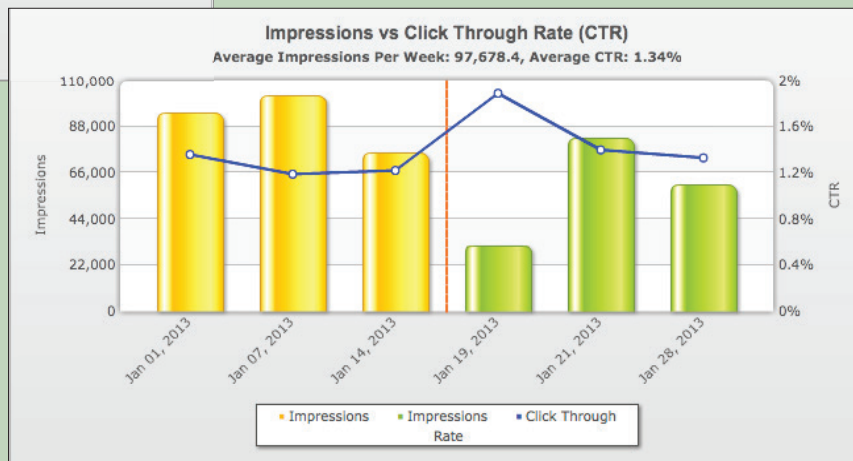
Impressions – 446,530

Visits – 6,546

Calls – 78

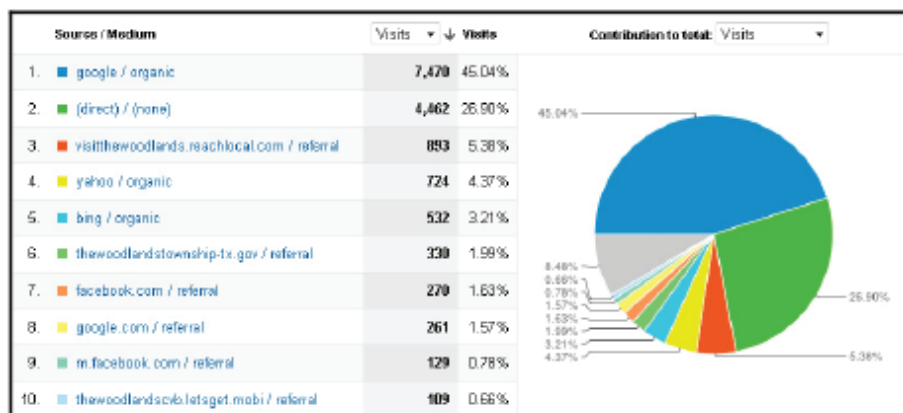
E-mails – 11

Web Events – 292



Search Engine Optimization (SEO)

January 1 - 31, 2013



Top 10 Keywords January 1 - 31, 2013

Keyword	Visits
1. woodlands ice rink	396
2. the woodlands ice rink	286
3. ice skating the woodlands	256
4. the woodlands	241
5. woodlands ice skating	168
6. the woodlands tx	123
7. ice rink the woodlands	115
8. ice skating in the woodlands	78
9. new businesses coming to the woodlands, tx	77
10. the woodlands texas	75

SEARCH TERMS GOOGLE & BING	53.74% Search Traffic 8,914 Visits	
	19.35% Referral Traffic 3,209 Visits	
	26.90% Direct Traffic 4,492 Visits	
	JANUARY 2013	
KEYPHRASES	GOOGLE	BING
Concerts In Houston	-	-
entertainment in the woodlands	2	13
Events In Houston	-	-
houston weekend getaways	29	-
last minute weekend getaways	-	-
Shopping In Houston Texas	47	-
Texas Vacations	-	-
texas weekend getaways	-	-
The Woodlands Hotels	24	47
weekend destinations	-	-
weekend family getaways	-	-
weekend getaway destinations	-	-
weekend getaways houston	46	-
weekend getaways in texas	-	-
weekend vacations	-	-

Search Engine Marketing (SEM)

February 1 - 28, 2013

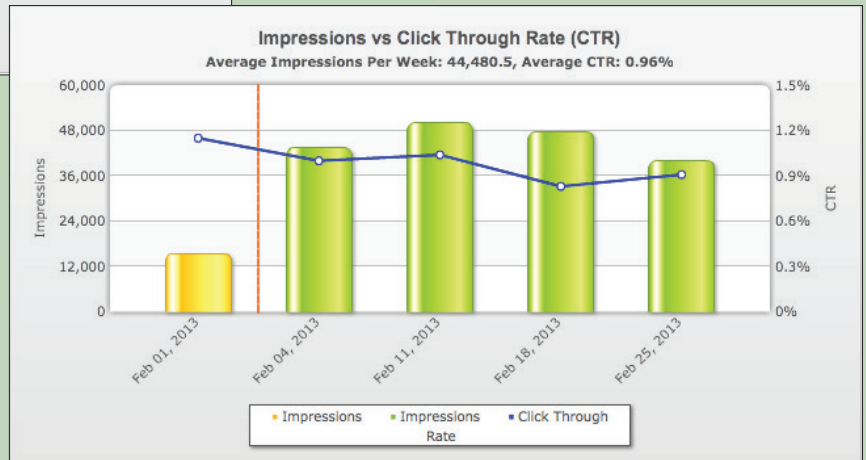
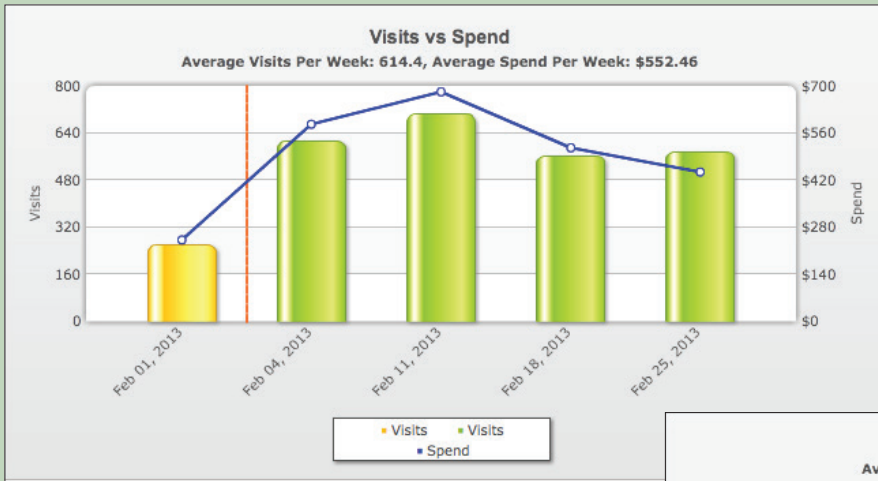
Impressions – 221,468

Visits – 3,030

Calls – 38

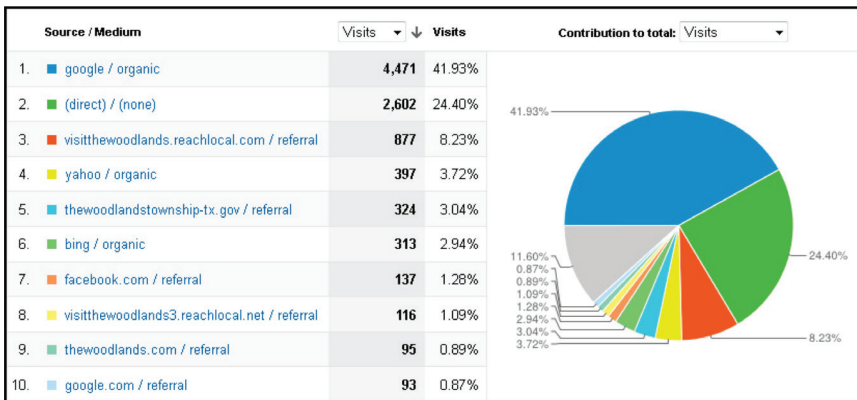
E-mails – 3

Web Events – 0



Search Engine Optimization (SEO)

February 1 - 28, 2013



Top 10 Keywords February 1 - 28, 2013

Keyword	Visits
1. the woodlands	203
2. the woodlands tx	113
3. the woodlands texas	96
4. woodlands waterway	71
5. woodlands texas	66
6. new business coming to the woodlands, tx	58
7. 2012 celebration of excellence the woodlands	54
8. restaurants in the woodlands	49
9. the woodlands waterway	47
10. things to do in the woodlands tx	43

SEARCH TERMS GOOGLE & BING	49.85% Search Traffic 5,915 Visits	
	25.74% Referral Traffic 2,744 Visits	
	24.40% Direct Traffic 2,632 Visits	
	FEBRUARY 2013	
KEYPHRASES	GOOGLE	BING
Concerts In Houston	-	-
Places to See In Houston	-	-
Shopping In Houston Texas	42	-
The Woodlands Hotels	26	58
Things To Do Around Houston	41	-
Things To Do In Houston	-	-
entertainment in the woodlands	2	13
houston weekend getaways	56	-
last minute weekend getaways	-	-
weekend destinations	-	-
weekend family getaways	-	-
weekend getaway destinations	-	-
weekend getaways houston	46	-
weekend getaways in texas	57	-
weekend vacations	-	-

Search Engine Marketing (SEM)

March 1 - 31, 2013

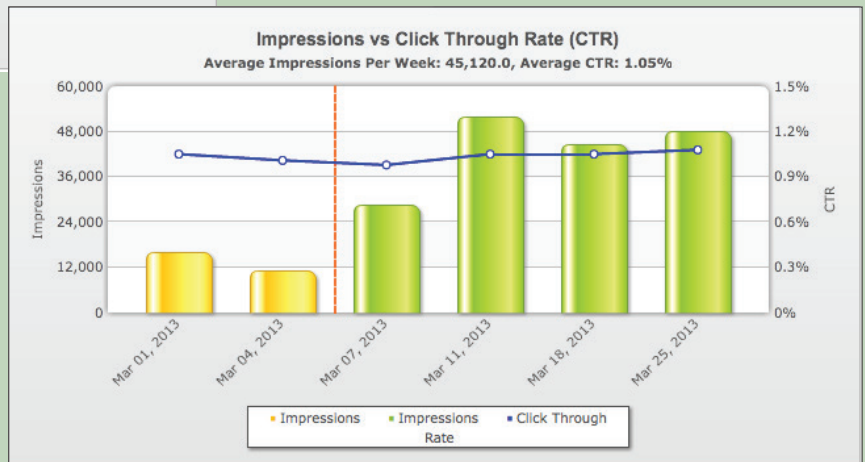
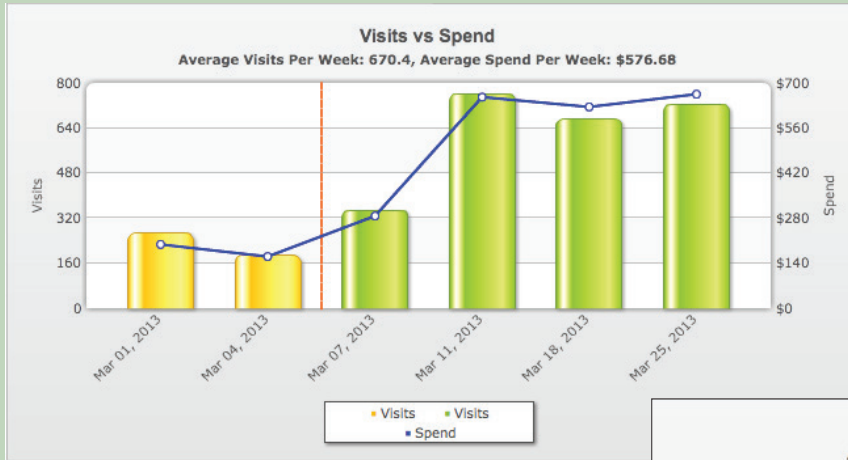
Impressions – 199,817

Visits – 2,969

Calls – 29

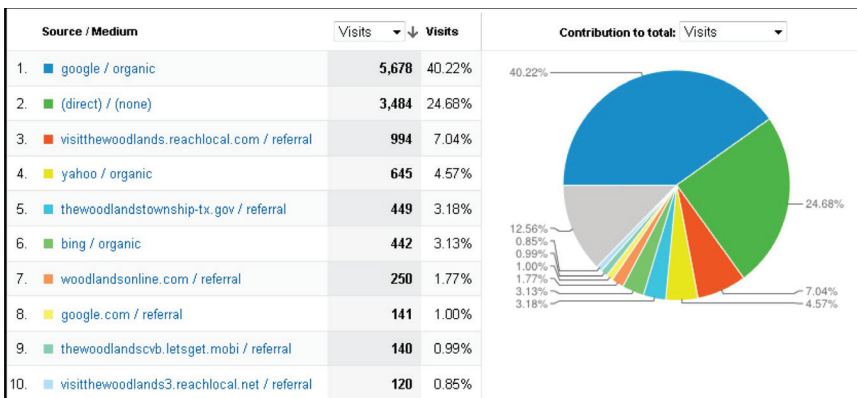
E-mails – 3

Web Events – 0



Search Engine Optimization (SEO)

March 1 - 31, 2013



Top 10 Keywords March 1 - 31, 2013

Keyword	Visits
1. the woodlands	245
2. the woodlands tx	127
3. the woodlands texas	119
4. things to do in the woodlands tx	83
5. woodlands texas	83
6. woodlands waterway	77
7. things to do in the woodlands	66
8. restaurants in the woodlands	57
9. 2012 celebration of excellence the woodlands	55
10. the woodlands waterway	52

SEARCH TERMS GOOGLE & BING	49.05% Search Traffic 6,924 Visits	
	26.15% Referral Traffic 3,691 Visits	
	24.68% Direct Traffic 3,484 Visits	
	MARCH 2013	
KEYPHRASES	GOOGLE	BING
Events In Houston	-	-
Places To See In Houston	-	-
Shopping In Houston	-	-
The Woodlands Hotels	19	49
Things To Do Around Houston	-	86
Things To Do In Houston Texas	-	-
entertainment in the woodlands	3	11
houston weekend getaways	41	-
last minute weekend getaways	-	-
weekend destinations	-	-
weekend family getaways	-	-
weekend getaway destinations	-	-
weekend getaways houston	45	-
weekend getaways in texas	-	-
weekend vacations	-	-

Search Engine Marketing (SEM)

April 1 - 30, 2013

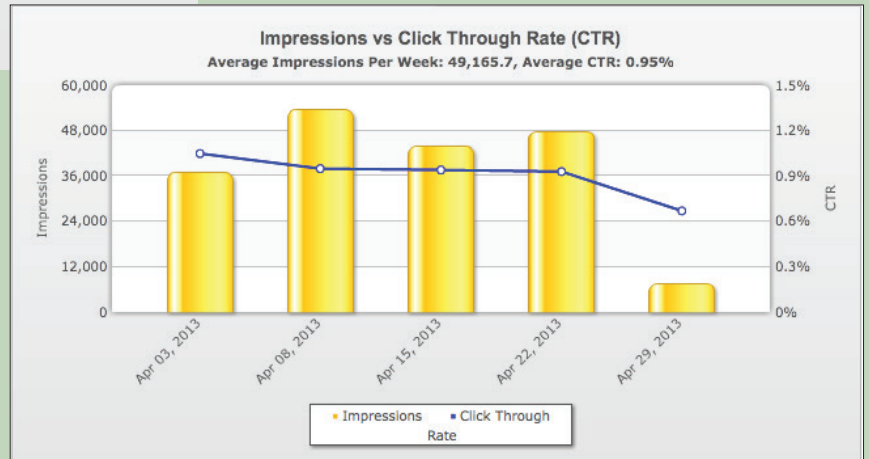
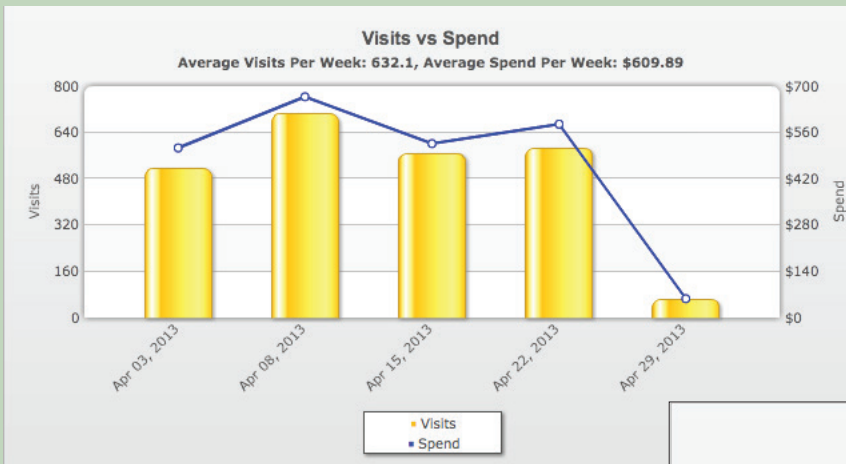
Impressions – 189,639

Visits – 2,438

Calls – 24

E-mails – 1

Web Events – 0



Search Engine Optimization (SEO)

April 1 - 30, 2013

Source / Medium	Visits	Visits	Contribution to total: Visits
1. google / organic	4,894	39.31%	
2. (direct) / (none)	3,198	25.68%	
3. visitthewoodlands.reachlocal.com / referral	874	7.02%	
4. thewoodlandstowship-tx.gov / referral	465	3.73%	
5. yahoo / organic	461	3.70%	
6. bing / organic	372	2.99%	
7. woodlandsartsfestival.com / referral	364	2.92%	
8. woodlandsonline.com / referral	212	1.70%	
9. thewoodlandscvb.letsget.mobi / referral	153	1.23%	
10. google.com / referral	118	0.95%	

Top 10 Keywords April 1 - 30, 2013

Keyword	Visits
1. the woodlands	174
2. the woodlands tx	93
3. the woodlands texas	87
4. woodlands waterway	74
5. 2012 celebration of excellence the woodlands	61
6. woodlands texas	60
7. the woodlands waterway	53
8. things to do in the woodlands tx	53
9. restaurants in the woodlands	41
10. fun things to do in the woodlands	37

SEARCH TERMS GOOGLE & BING	47% Search Traffic 5,858 Visits	
	27.2% Referral Traffic 3,383 Visits	
	25.7% Direct Traffic 3,198 Visits	
	APRIL 2013	
KEYPHRASES	GOOGLE	BING
Events In Houston	-	-
Places To See In Houston	-	-
Shopping In Houston	-	-
The Woodlands Hotels	15	54
Things To Do Around Houston	-	-
Things To Do In Houston	-	-
entertainment in the woodlands	2	10
houston weekend getaways	28	-
last minute weekend getaways	-	-
weekend destinations	-	-
weekend family getaways	-	-
weekend getaway destinations	-	-
weekend getaways houston	28	-
weekend getaways in texas	34	-
weekend vacations	-	-

Search Engine Marketing (SEM)

May 1 - 31, 2013

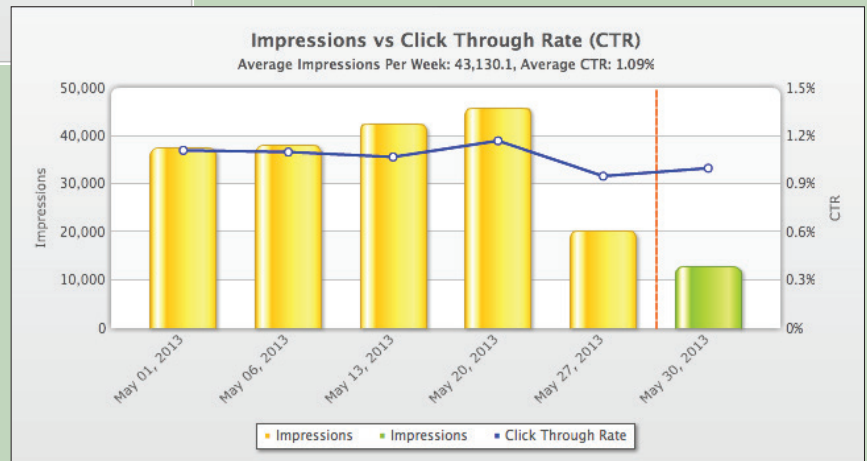
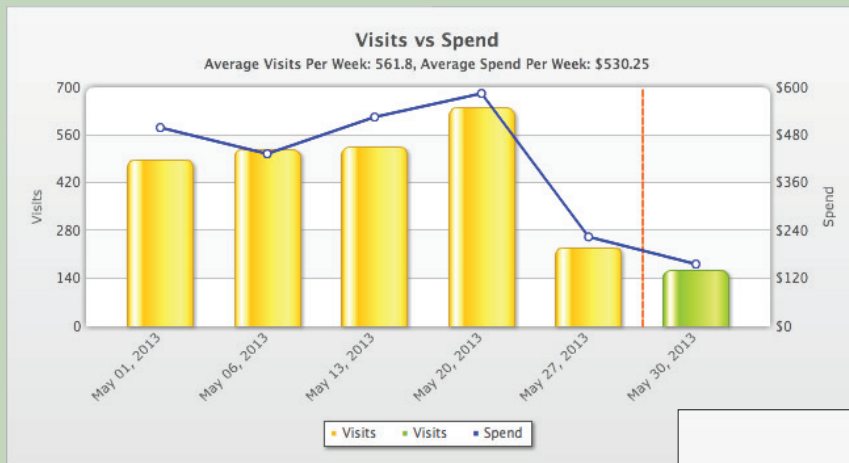
Impressions – 197,166

Visits – 2,568

Calls – 31

E-mails – 0

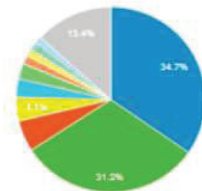
Web Events – 565



Search Engine Optimization (SEO)

May 1 - 31, 2013

Source / Medium	Visits	Contribution to total: Visits
1. google / organic	6,404	34.87%
2. (direct) / (none)	5,757	31.17%
3. visitthewoodlands.reachlocal.com / referral	1,006	5.45%
4. yahoo / organic	765	4.14%
5. thewoodlandstowship-tx.gov / referral	584	3.16%
6. bing / organic	504	2.73%
7. 365thingsinhouston.com / referral	272	1.47%
8. m.facebook.com / referral	250	1.35%
9. ironman.com / referral	246	1.33%
10. weekendinthewoodlands.com / referral	217	1.17%



SEARCH7 TERMS GOOGLE & BING

organic	7,833
(none)	5,757
referral	4,860
email	19
facebook	2
socialshare	1

Top 10 Keywords May 1 - 31, 2013

Keyword	Visits
1. the woodlands	244
2. the woodlands tx	148
3. the woodlands texas	130
4. the woodlands memorial day	69
5. woodlands texas	67
6. memorial day	60
7. what to do in the woodlands	57
8. weekend in the woodlands	56
9. things to do in the woodlands tx	54
10. woodlands waterway	52

	MAY 2013	
KEYPHRASES	GOOGLE	BING
entertainment in the woodlands	2	11
Events In Houston	-	-
houston weekend getaways	27	86
last minute weekend getaways	-	-
Places To See In Houston	57	-
Shopping In Houston Texas	39	58
The Woodlands Hotels	15	37
Things To Do Around Houston	92	-
Things To Do In Houston	71	-
weekend destinations	-	-
weekend family getaways	-	-
weekend getaway destinations	68	-
weekend getaways houston	24	-
weekend getaways in texas	58	-
weekend vacations	75	-

Search Engine Marketing (SEM)

June 1 - 30, 2013

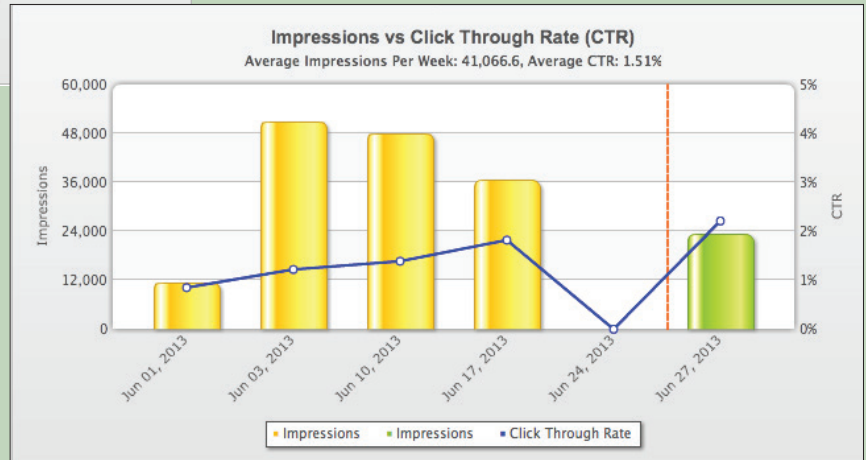
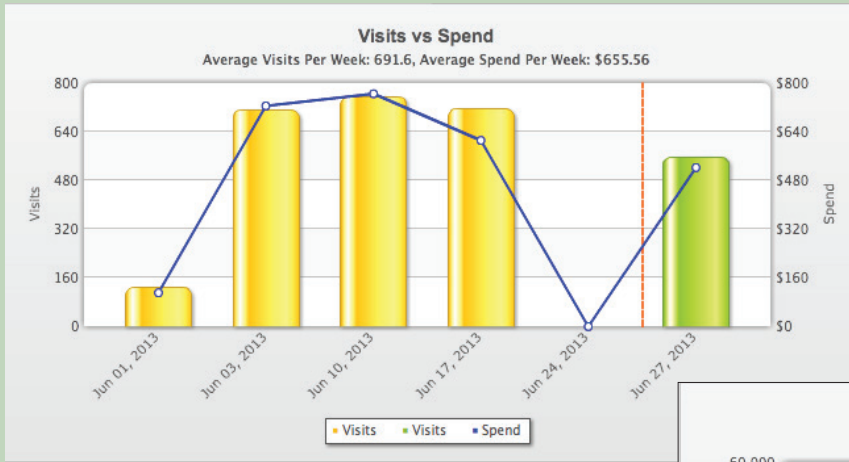
Impressions – 170,133

Visits – 2,865

Calls – 31

E-mails – 1

Web Events – 979



Search Engine Optimization (SEO)

June 1 - 30, 2013

Source / Medium	Visits	Visits	Contribution to total: Visits
1. google / organic	5,765	33.66%	
2. (direct) / (none)	5,212	30.43%	
3. visitthewoodlands.reachlocal.com / referral	1,550	9.05%	
4. thewoodlandstowship-tx.gov / referral	688	4.02%	
5. yahoo / organic	672	3.92%	
6. bing / organic	488	2.85%	
7. weekendinthewoodlands.com / referral	311	1.82%	
8. google.com / referral	156	0.91%	
9. ckscrapbookevents.com / referral	140	0.82%	
10. khou.com / referral	103	0.60%	

Top 10 Keywords June 1 - 30, 2013

Keyword	Visits
1. the woodlands	278
2. the woodlands tx	180
3. the woodlands texas	143
4. things to do in the woodlands	89
5. woodlands waterway	81
6. what to do in the woodlands	60
7. woodlands texas	58
8. waterway square	54
9. woodlands boat ride	53
10. woodlands tx	50

SEARCH TERMS GOOGLE & BING	JUNE 2013	
	GOOGLE	BING
entertainment in the woodlands	2	20
Events In Houston	-	-
houston weekend getaways	36	-
last minute weekend getaways	-	-
Places To See In Houston	80	-
Shopping In Houston Texas	52	-
The Woodlands Hotels	16	34
Things To Do Around Houston	64	-
Things To Do In Houston	-	-
weekend destinations	-	-
weekend family getaways	-	-
weekend getaway destinations	100	-
weekend getaways houston	36	-
weekend getaways in texas	75	-
weekend vacations	-	-

Search Engine Marketing (SEM)

July 1 - 31, 2013

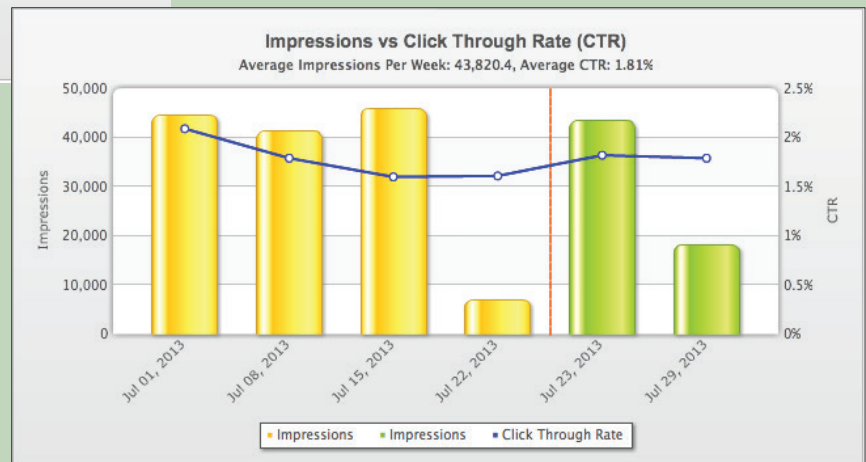
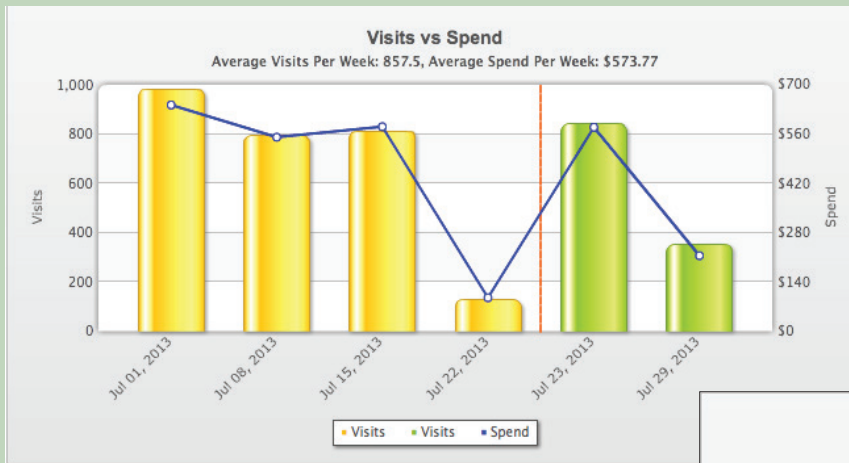
Impressions – 200,322

Visits – 3,920

Calls – 53

E-mails – 0

Web Events – 1,056



Search Engine Optimization (SEO)

July 1 - 31, 2013

Source / Medium	Visits	Visits	Contribution to total: Visits
1. google / organic	5,529	36.24%	
2. (direct) / (none)	4,091	26.81%	
3. visitthewoodlands.reachlocal.com / referral	1,850	12.12%	
4. thewoodlandstowship-tx.gov / referral	682	4.47%	
5. yahoo / organic	532	3.49%	
6. bing / organic	476	3.12%	
7. facebook.com / referral	181	1.19%	
8. thewoodlandscvb.letsget.mobi / referral	175	1.15%	
9. m.facebook.com / referral	149	0.98%	
10. google.com / referral	145	0.95%	

Top 10 Keywords July 1 - 31, 2013

Keyword	Visits
1. the woodlands	229
2. the woodlands tx	133
3. woodlands waterway	127
4. the woodlands texas	69
5. the woodlands waterway	64
6. things to do in the woodlands	62
7. woodlands boat ride	61
8. woodlands texas	53
9. waterway square	47
10. restaurants in the woodlands	44

SEARCH TERMS GOOGLE & BING		organic	(none)	referral	email
		6,674	4,478	4,091	15
JULY 2013		GOOGLE	BING		
entertainment in the woodlands		2	5		
Events In Houston		-	-		
houston weekend getaways		33	-		
last minute weekend getaways		-	-		
Places To See In Houston		-	-		
Shopping In Houston Texas		20	-		
The Woodlands Hotels		17	11		
Things To Do Around Houston		58	99		
Things To Do In Houston		99	-		
weekend destinations		-	-		
weekend family getaways		-	-		
weekend getaway destinations		-	-		
weekend getaways houston		43	-		
weekend getaways in texas		96	-		
weekend vacations		-	-		

Search Engine Marketing (SEM)

August 1 - 31, 2013

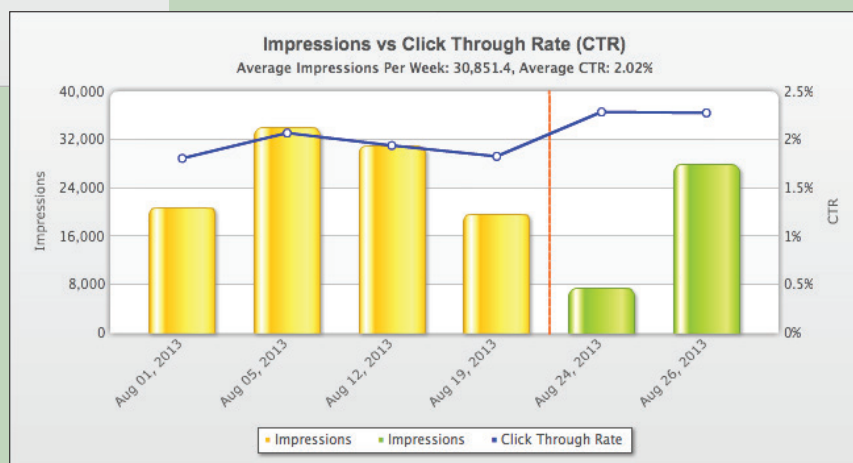
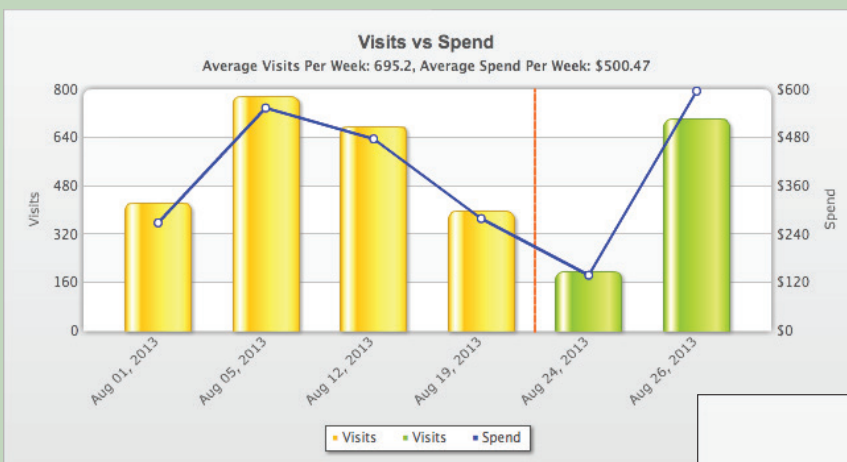
Impressions – 141,035

Visits – 3,178

Calls – 45

E-mails – 1

Web Events – 785



Search Engine Optimization (SEO)

August 1 - 31, 2013

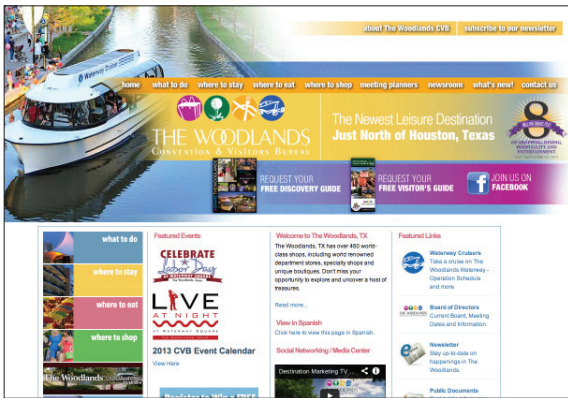
Source/Medium	Visits	Visits	contribution to total: Visits
1. google / organic	5,440	33.81%	
2. (direct) / (none)	5,258	32.68%	
3. visitthewoodlands.reachlocal.com / referral	1,618	10.06%	
4. thewoodlandstowship-tx.gov / referral	538	3.34%	
5. yahoo / organic	463	2.88%	
6. bing / organic	420	2.61%	
7. m.facebook.com / referral	202	1.26%	
8. thewoodlandsob.letsgetmobi / referral	160	0.99%	
9. facebook.com / referral	138	0.86%	
10. google.com / referral	136	0.85%	

Top 10 Keywords August 1 - 31, 2013

Keyword	Visits
1. the woodlands	174
2. the woodlands tx	96
3. the woodlands texas	64
4. woodlands waterway	63
5. what to do in the woodlands	57
6. the woodlands waterway	52
7. woodlands texas	50
8. woodlands boat ride	48
9. things to do in the woodlands	44
10. waterway square	35

SEARCH TERMS GOOGLE & BING		
organic		6,436
(none)		5,258
referral		4,386
email		8
AUGUST 2013		
KEYPHRASES	GOOGLE	BING
entertainment in the woodlands	4	5
Events In Houston	-	-
houston weekend getaways	46	-
last minute weekend getaways	-	-
Places To See In Houston	58	-
Shopping In Houston Texas	17	78
The Woodlands Hotels	21	33
Things To Do Around Houston	52	-
Things To Do In Houston	-	-
weekend destinations	-	-
weekend family getaways	-	-
weekend getaway destinations	-	-
weekend getaways houston	44	-
weekend getaways in texas	73	-
weekend vacations	-	-

Online - Website Views Tracking: January - August 2013 Stats



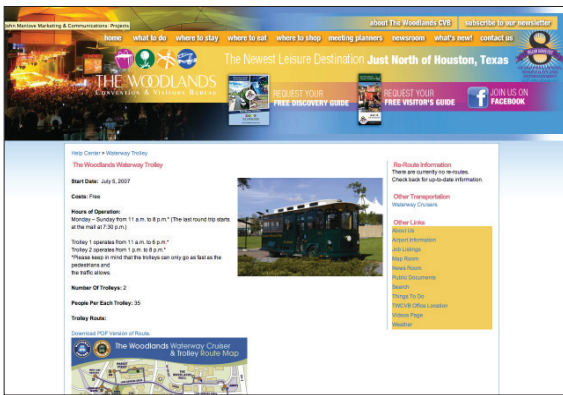
TheWoodlandsCVB.com/VisitTheWoodlands.com
(78.4 % New Visitor, 21.6% Returning Visitor)

Unique visits - 126,640

Page views - 320,995

Hits - 2,162,247

Mobile Site visits - 6,189 (1.51 pages per visit,
73.57% new visits)



Trolley Website

Unique visits - 1,681

Page views - 1,935



Waterway Cruisers Website

Unique visits - 11,521

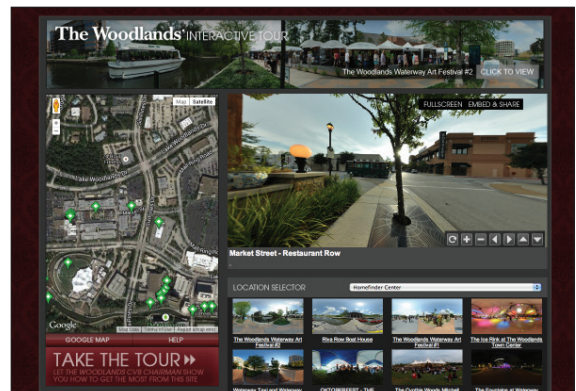
Page views - 13,195



Weekend Getaway Website

Unique visits - 3,739

Page views - 6,451



The Woodlands Virtual Tour Website

Unique visits - 1,438

Page views - 1,897

Online Advertisement - eNewsletters



February E-Newsletter

Featured: Spring Break & More in The Woodlands

Run Date – February 15, 2013

Delivered – 22,552 (100%)

Opened – 6,997 (31%)

Click-Throughs – 699 (10%)



February E-Newsletter

Featured: Live at Night Series

Run Date – February 26, 2013

Delivered – 22,640 (100%)

Opened – 5,700 (25%)

Click-Throughs – 561 (10%)



April E-Newsletter

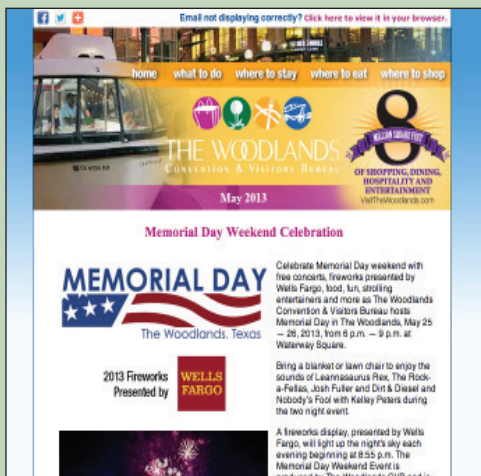
Featured: Visit The Woodlands in April

Run Date – April 3, 2013

Delivered – 22,894 (100%)

Opened – 6,304 (28%)

Click-Throughs – 671 (11%)



May E-Newsletter

Featured: Visit The Woodlands This May

Run Date – May 9, 2013

Delivered – 24,005 (100%)

Opened – 5,432 (22%)

Click-Throughs – 784 (14%)



June E-Newsletter

Featured: Visit The Woodlands This Summer

Run Date – June 5, 2013

Delivered – 24,443 (100%)

Opened – 6,264 (25.6%)

Click-Throughs – 651 (10.3%)



August E-Newsletter

Featured: Visit The Woodlands In August

Run Date – August 8, 2013

Delivered – 24,582 (100%)

Opened – 5,406 (22%)

Click-Throughs – 576 (10.6%)



August E-Newsletter

Featured: Fireworks and Live Music over Labor Day Weekend in The Woodlands

Run Date – August 23, 2013

Delivered – 24,827 (100%)

Opened – 6,348 (25%)

Click-Throughs – 511 (8%)

Online Advertisement - Facebook/Twitter/Microsite(s)



Holiday 2012: - 2013 Online Giveaway Campaign

Featured: The Woodlands Ice Rink: 10 Winners receive 4 Ice Rink admission and skate rental tickets

Run Date – December 28, 2012 - January 4, 2013

Visits – 70

Entries – 32 (46%)

Run Date – January 5 - 12, 2013

Visits – 56

Entries – 13 (23%)



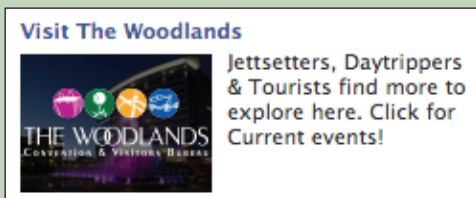
January Online Giveaway Campaign

Featured: Taste of the Town: 3 winners received 4 Taste of the Town tickets plus \$20 Gift Card to Chick-Fil-A. 7 winners received 4 Taste of the Town tickets.

Run Date – January 24 - 31, 2012

Total Visits – 444

Total Entries – 173 (39%)



February Online Facebook Advertising:

Featured: Welcome to The Woodlands

Run Date – February 1 - March 1, 2013

Impressions - 646,358

Clicks – 804

Actions – 873

Click Through Rate – .124%

Page Likes - 514



April Online Giveaway Campaign

Featured: The Woodlands Waterway Arts Festival

1 Winner receive 4 tickets to The Woodlands Waterway Arts Festival, 4 Waterway Cruiser passes and a \$20 Chick-Fil-A Gift card. Two winners won 2 tickets to The Woodlands Waterway Art Festival and 2 Waterway Cruiser passes.

Run Date – March 25, 2013 - April 7, 2013

Visits – 139

Entries – 43 (31%)



August Online Giveaway Campaign

Featured: Fall Home & Garden Show

1 Grand Prize Winner receive 3 tickets to the Fall Home & Garden Show. 1 Second Prize Winner received 2 tickets to the Fall Home & Garden Show and 1 Third Prize Winner received 2 tickets to the Fall Home & Garden Show.

Run Date – August 19, 2013 - August 23, 2013

Total Views – 57

Total Entries – 4 (7%)

Group Sales Marketing - Print Advertising

Where Meetings



Whether a large convention or a small corporate getaway, The Woodlands has the resources to make it work and the setting to make it special. And, with more than 8 million square feet of shopping, dining, hospitality, and entertainment there's always time for a little pleasure.

- 15 miles from George Bush Intercontinental Airport
- 30 miles north of Houston
- 11 hotels and growing
- 1,500 hotel rooms
- 150,000 square feet of meeting space

www.MeetingsInTheWoodlands.com



THE WOODLANDS
CONVENTION & VISITORS BUREAU



Become Events

Convention South

Half Page

Insertion – March 2013

Submitted – Feb. 14, 2013

Circulation – 18,147

THE NATURE OF INSPIRATIONAL SPORTS THE WOODLANDS

Register to win a Discover The Woodlands Weekend at MeetingsInTheWoodlands.com/discover.

Nestled among 28,000 acres of forest, The Woodlands has unprecedented access to nature, and an ambiance that is perfect for relaxation and revitalization.

From all-weather trail rides to award golf courses, The Woodlands has the resources to make your tournament special. It is the ideal location for a sporting event and with more than 7 million square feet of shopping, dining and entertainment there's always time for a little pleasure.

THE WOODLANDS
CONVENTION & VISITORS BUREAU

Texas Sports Facility Guide

Half Page

Insertion – 2013 - 2014

Submitted – August 13, 2013

Circulation – 7,500

Group Sales Online - Website Views Tracking

Meeting Planner Website

January - August 2013

Unique visits - 1,313

Page views - 1,759



March E-Newsletter March 2013

Distributed to visitors who stopped by The Woodlands CVB booth at the Economic Outlook Conference.

Run Date: March 2013
Delivered: 50+



August E-Newsletter

Subject: VOTE for The Woodlands and discover the Texas' Newest Destination

Run Date: August 2
Sent: 461
Opens: 356 (77%)
Clicks: 17 (4.7%)

Group Sales Marketing - Creative 2013

